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62.09

c 1950



PRIMULA  
POLYANTHUS

It's

# *Primrose Time*

at

EVANS & REEVES

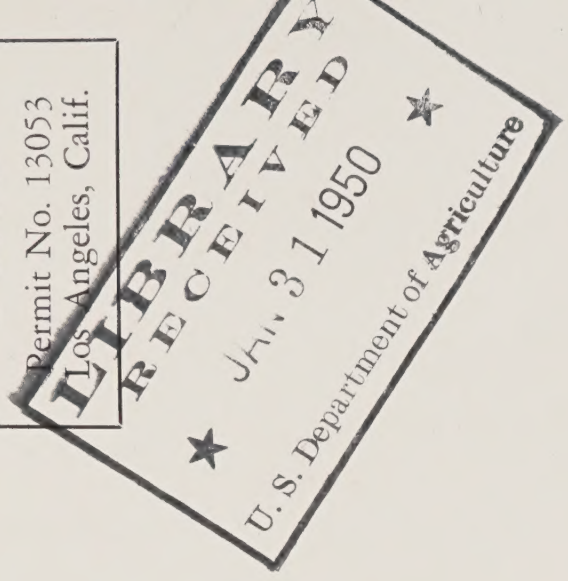
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*It's*

# *Primrose Time*

*at*

EVANS & REEVES

Time  
NOW  
to  
Plant



P. MALACOIDES

## PRIMROSES and CINERARIAS

two members of the plant family that add charm to any garden during the winter months.

Considering their profusion of blossoms and their ease of culture, it is small wonder that they are the most popular and satisfactory of the winter flowers. Used by themselves, or in combination with each other, or with early flowering bulbs, they provide the easiest means for a fine display of color. And to flower lovers who have not kept in close touch with these plants, the wide range of colors and varieties will be a revelation.

EVANS & REEVES have long been noted for their fine strains of PRIMROSES AND CINERARIAS and we have received many compliments and many "thank you" letters from our customers.



The following are *selected* strains . . . you are sure of the best!

## PRIMROSES

*P. malacoides* "FAIRY PRIMROSE"—Sprays of flowers in delicate pastel shades of white, salmon pink, rose pink, lavender and soft red. Six named varieties to choose from.

*P. obconica* "BUNCH PRIMROSE"—Large flowers in brilliant shades of pink, red, white, blue and salmon.

*P. polyanthus* "ENGLISH PRIMROSE"—Lovely shades of yellow, copper, salmon, mahogany reds, blues and whites. Six varieties to choose from.

## CINERARIAS

"SEITERS RAINBOW"—Immense flower heads of medium size flowers in blues, purples, red and pastels; beautifully marked with rings and circles.

"CREMERS PRIZE"—Similar to above, not quite as tall.

"H. & S. GIANTS"—Enormous flowers in deep blues and purples, salmon and pink blends.

"BERESFORD STRAIN"—Largest trusses of all in very brilliant colors. Very fine. (Available in large pots only.)



CINERARIAS

OUR  
POT GROWN  
PLANTS  
ARE KNOWN  
ALL OVER  
CALIFORNIA

## PRICES of PRIMROSES and CINERARIAS

Mixed colors in flats—40c and 50c per dozen.

Separate colors (named varieties) in 3-inch pots 20c each, \$2.00 per dozen, \$15.00 per 100.

# CULTURE of PRIMROSES and CINERARIAS

While both these plants, particularly near the coast, will stand considerable sun, they will be happier if planted in a cool situation with protection from the direct rays of the sun during the heat of the day. The soil should be generously provided with humus, such as leaf mold and composted manure or peat moss and a mulch of the same material should be kept around the plants, so the ground never becomes baked or hard. The addition of bone meal to the soil before planting is recommended and the plants may be fed with a balanced plant food during their growing season. They like moisture and should not be allowed to get absolutely dry.



## EVANS & REEVES

255 South Barrington

Los Angeles 24, Calif.